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INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

# FMG Publications Add Digital Editions To Lineup



Visit [www.shootingindustry.com](http://www.shootingindustry.com) and click on the animated magazine cover to view the October issue online.

Click on the animated cover at [www.americancopmagazine.com](http://www.americancopmagazine.com) to launch the new digital edition.

FMG Publications launched the digital editions of *Shooting Industry* and *American COP* with the October and Nov/Dec issues, which are now available at [www.shootingindustry.com](http://www.shootingindustry.com) and [www.americancopmagazine.com](http://www.americancopmagazine.com).

"The value to our readers of publishing *Shooting Industry* in a digital format is significant. It gives readers in every segment of the industry instant access to vast amounts of information via the digital pages of our magazine. It takes *Shooting Industry* to a higher level as a business-building resource," said Russ Thurman, publisher of FMG Business Magazines and editor of *Shooting Industry*.

The digital editions of the magazine feature turn-page technology, zoom-in/out viewing, an "overview" feature, which permits viewing entire issues on one screen, and search capabilities of all issues of *Shooting Industry* begin-

ning with December 2007. In addition, readers of the digital edition can print selected pages, download the entire issue, and e-mail the issue to others, with the digital magazine "open" to the "viewed" pages.

## Share information quickly from anywhere

"This feature is especially valuable for readers who want employees or company executives to read a specific page," Thurman said. "If a dealer wants a salesman to read a specific story or see an advertisement he's viewing, he clicks the 'envelope' on the bottom ribbon, enters an e-mail address and sends. A 'hotlink' appears in the salesman's e-mail, which takes him to the entire edition, but with the pages open to the specific article or ad. This is also a valuable tool for companies wanting

to share information quickly."

Information sharing is a cornerstone of FMG Publications, Thurman said, which is why the digital editions of *Shooting Industry* have hundreds of Internet hot links and e-mail addresses in Industry News stories, major features, new products, and advertisements.

"All advertisements in *Shooting Industry's* printed versions are included in the digital editions, even those dating back to December 2007," said Anita Carson, FMG Publications advertising sales director.

*"This is a significant added value for our advertisers at no additional cost."*

"Just as important, every advertisement in the digital edition is hot-linked to that company's Web site, providing readers instant access to additional information and products."

The features offered in FMG Publications' digital editions are only a first step in harnessing the power of the Internet, according to Thurman.

"The industry can look forward to further enhancements of our digital editions as we maximize the Internet's distribution opportunities, while enhancing the value of our publications for our readers."

In addition to *Shooting Industry*, *American COP* magazine, FMG's specialty magazine for law enforcement, is also available as a digital edition. Visit [www.americancopmagazine.com](http://www.americancopmagazine.com).

For more information visit [www.fmgpublications.com](http://www.fmgpublications.com).



Products are hot-linked to the manufacturers' Web sites. If a reader wants more detailed information they simply click on the image.

# REP RAP

FMG insiders speak

Steve

American Handgunner



EVATT

## Fight Economic Woes With Bonus Distribution

Just as I'm writing this, Congress and the President are trying to hammer out a financial system bailout with (SURPRISE) taxpayer money! "Close your eyes and dream of England," because this one's going to hurt.

Having just wrapped up the Jan/Feb 2009 issue of *American Handgunner*, we're ready to launch the March/April edition. Please keep in mind that the March/April is the one we will be handing out at the SHOT Show and has a closing date of November 21 for space reservation.

Other SHOT issues we're working on at the same time include the December and January issues of *Shooting Industry*, the Jan/Feb issue of *American COP*, and the March issue of *GUNS*. All will be handed out in generous numbers to attendees at SHOT. Pick one or all and your ad is certain to see extra distribution at no extra charge in any one of these issues.

Elsewhere in this newsletter is the announcement of our Digital Editions of *Shooting Industry* and *American COP*. Please check them out as they are about the coolest thing I've seen on the Internet.

The NASGW Show will take us to Atlanta in early November and we look forward to seeing many of you there.

Finally, early November also brings a Presidential election. I don't want to be a doomsdayer, but I'm telling you that if a certain candidate who doesn't like the

idea of private gun ownership wins, and is handed a House and Senate made up mostly of his own party, then hide the babies. If you thought the Clinton gun grabbing years were bad, you ain't seen nothing yet. On that cheery note I'll say: 'til next time...

Jeff

GUNS Magazine



MOREY

## What's New In These "Interesting Times"

"May you live in interesting times" is a double-edged sword of a wish. Interesting times can be a blessing and/or a curse.

When Dickens wrote, "it was the best of times, it was the worst of times," he was saying the times were interesting. And, it is hard to argue that our world, at this time, is too interesting for easy comprehension. The economy has been acting like a drama queen. We are at war with a phantom empire. And, if the polls are anything to go by, Americans remain strangely and starkly divided in how we envision our political and cultural future. So, maybe these interesting times are the reason so very many businesses have yet to finalize their 2009 ad schedules. It is true that every year we have stragglers. But this year, the number of companies who are lagging behind is setting a very dubious achievement award.

The sky is not falling and the earth is not spinning out of its orbit. The time to get down to brass tacks about the future is N-O-W.

Our early-in-the-year issues focus on new products. We realize that a page is being turned with the New Year and people are in a frame of mind to get rid of the old and on with the new. So, *GUNS* February edition will focus on holsters and carry options. This is a large and competitive arena, so if you deal with gunleather make sure your presence is felt in our February issue.

Our March issue will, once again, be our SHOT Show issue. And, we want this issue to be a window to what's

new in the whole industry. So, even if your company or product isn't featured in any of the articles, you definitely need to make your presence felt in this always special issue. Tell you what, if you weren't ready for the January or February issues, all will be forgiven if you make your debut in our SHOT Show issue.

Anyone with something new for the New Year should call me at: (800) 426-4470 or e-mail me at: jeffm@gunsmagazine.com. Let *GUNS Magazine* help you to get the word out.

Delano

American COP



AMAGUIN

## Read American COP Magazine Online

You can now read the Nov/Dec issue of *American COP* from cover to cover online. *American COP* Magazine is one of the first LE publications to offer an issue in its entirety online. In fact, all of the 2008 issues are now archived on our Web site.

"Let's face it," said Sammy Reese, who writes the Officer Survival column in *American COP* Magazine. "Everything you want to know is accessible on the Internet today. If somebody wants the information bad enough, they can find it. There aren't any demon-of-darkness secrets that we are hiding in the issues. This move allows *American COP* Magazine to reach more eyes and save far more lives."



Sign on to: [www.americancopmagazine.com](http://www.americancopmagazine.com). Click the animated magazine cover on the home page and follow the onscreen instructions.

The magazine will now be available to a far larger segment of cops who didn't have access to it before. Every cop has access to a computer and our online issues but not every cop has access to your products. Two pages of new product spotlights will be featured in the next issue of *American COP*. There are only a few spots left. Contact me if you are interested in the free exposure.

Don't forget that the Jan/Feb issue of *American COP* is our SHOT Show issue. Not everyone can be at two places at one time. The Jan/Feb issue of *American COP* will get the opportunity at SHOT Show because it's being distributed from two different booths. The issue will be distributed from our booth in the LE section as well as our FMG booth on the main aisle.

Circle October 28 on your calendars because that's the last day to schedule your ad in the Jan/Feb issue of *American COP*. Reserve your space and take advantage of all the extra distribution online and at SHOT Show. Visit [www.americancopmagazine.com](http://www.americancopmagazine.com) for a look at the 2009 editorial calendar, production schedule or to read our current issue online.



DIGITAL EDITIONS

BONUS Customers  
24/7 access to your offer



Shooting Industry

CARSON

## A Four-Letter Word Has Us All Jumpy — "SHOT"

Let's see ... roller coaster stock market rides, bailout bills, financial institutions in ruins, record home foreclosures and politicians behaving like children. Is that scary enough for you this Halloween?

I've got another one for you, "SHOT SHOW IS JUST AROUND THE CORNER!" Yep, that means only one thing. You should be thinking about your advertising sales message right now.

If you haven't already received your *Shooting Industry* promotional mailing for the GIANT December and January issues, please do keep your eyes open for it. They'll be reaching you very soon and will confirm what I'm conveying in this column. It's time to reserve your show issue ad space. I understand that not everyone has their 2009 advertis-



## New Business SHOUT OUT:

*Shooting Industry* offers more ways to get the attention you deserve.

ing schedules finalized and approved, however, I'd be happy to at least take care of the show issues' insertions while you're still finalizing the rest of 2009.

I'd like to remind you that BOTH the December SHOT Show Preview as well as the January New Business Year editions will be distributed at the SHOT Show in Orlando. Just think, a bonus distribution but no increased advertising rates. When was the last time you received good news like this?

And that's what we're all about at *Shooting Industry* — delivering your good news to the nationwide storefront retailers who read our magazine. Do you have any dealer specials or new products you'd like to tout? Do you want to ensure that the retailers will find you on the show floor? You can ensure huge success by appearing on the pages of our Show Preview issues. By the way, by placing your sales message in either the December or January issue, your company will be listed on the pull-out SHOT Show floor map as a "Must See Exhibitor" and your booth will be highlighted.

Please call me for more information and to find out how to get your products into the New Product Showcase. And don't forget the deadlines of October 31 for the December issue and November 21 for the January edition.



Scott

Special Editions

McGREGOR

## Stretch New Year Budgets With Special Editions

It's not October, is it? What happened to summer? For the last month all I've seen are the leaves changing along with trucks, RVs and trailers with ATVs heading up the highway near where I live. That can only mean one thing, it's hunting season. First the bow hunt, now muzzleloader, I guess it's time to do some hiking with the binoculars and then confirm the zero on my rifle so I'm

ready too. Somehow, I've got to fit that in with our last two Special Editions of the year.

We're currently working on the 2009 *GUNS Combat* Special Edition. If you have anything that you can clamp on a picatinny rail, bolt to a bolt gun, determine range using the reticle, or a firearm whose availability or magazine capacity may be affected by the election, the 2009 *GUNS Combat* Special Edition is the place to advertise it.

A sampling of the lineup includes:

- *Robar QR-2 Rifle*
- *Fighting Pistols*
- *Airsoft Classic Rifles*
- *The Four Formats of Snubbies*
- *The M24 Sniper System*
- *CZ5: A Premier Fighting Pistol*
- *Combat Kit: Do You Have the Right Gear?*

The advertising deadline for the 2009 *GUNS Combat* Special Edition is October 16. Please call with any questions or to see how we can get your

products in there.

The next issue is the 2009 *American Handgunner Personal Safety* Special Edition. I have to say that this is one of my favorites. With concealed carry being the hot topic it is around the country, this is an excellent resource (I gave copies to my closest friends and family) for those who live in a state which issues concealed carry permits and who choose to carry or are thinking about carrying. It is not a decision to be taken lightly and the 2008 *Personal Defense* Special Edition addressed many of their questions regarding weapon selection, what clothing works best for concealed carry and why one would choose to carry a firearm.

I could go on, but let's finish the 2009 *GUNS Combat* Special Edition first. Be sure to contact me regarding anything you'd like to see in our New Product Spotlight as well.

**AMERICAN HANDGUNNER®**  
**From the Editor:**

Roy Huntington

**SHOT Show Lessons**

*Lesson one:* It's always sooner than you think. Sooner than you can remember from last year, and oh yeah, it's in Orlando this year too. Do they move it around just to be difficult? Probably.

*Lesson two:* Finish one thing at a time and you'll be ready. As a former marketing manager at a big company in our biz, much of the SHOT Show booth, support, etc. was on my shoulders. I tried doing it all at once — everything. What I did then was do everything “almost” and poorly at best. I then cleaned off the table and picked the first thing, did it, then went on to number two. Everything got done, on time and correctly. Imagine that. So, perhaps take a lesson from two of the most senior attendees at the SHOT Show, **Brownells** and **S&W**.

Brownells has made a terrific business by taking each customer one at a time, and making sure everything is done right. I've been to their shop in Montezuma, Iowa, and saw it firsthand. Every customer, every time, done right. And, I plan on sharing my trip with you in the March/April issue. A sort of behind-the-scenes look at this usually very private family. Trust me, you'll simply enjoy doing business with them even more once you see.

The S&W Performance Center, under **Tony Miele's** able hand, does the same thing — only different. They



Stay tuned for a behind-the-scenes look at Brownell's by Editor Huntington.



Genuine smiling faces at Brownell's. This is part of the crew who makes sure the orders go out “just so.”

take one gun, one at a time, and make it right. Period. I know because I was there and watched them do it. One barrel, one cylinder, one trigger ... one gun. We're going to take a look behind the scenes there too, and there will be some video Web Blast online on our home page to go with both of these articles.

*Lesson three?* Don't panic — just do one thing at a time and the SHOT Show will be a breeze.

Yeah, right.

**AMERICAN COP**  
**From the Editor:**

Dave Douglas

**SNEAK PEEK**  
Inside the Jan/Feb Issue:



**Featured Article** – Rock River's AR Carbine and AR Pistol Combo

**PLUS:**

- FNH's Self-loading Police shotguns
- Policing In A Combat Zone
- Tactical Anatomy III
- Officer Survival
- Private Security
- Carry Options
- Corrections
- Hard Tools

**GUNS®**  
**From the Editor:**

Jeff John

**Springfield Armory's XD Match Rules**

The new match-grade version of the hot-selling **Springfield Armory XD** pistol in .40 S&W graces the February cover of *GUNS Magazine* and gets a thorough hooting test from Dave Anderson. The new XD is available with a stainless steel slide on a new racy sculpted polymer frame, which adds interchangeable backstraps to the XD. In addition, the XD comes with a holster and mag loader. The new pistol, while following the XD format, has some differences with the regular model. The most important is the magazines are of better quality, have higher capacity and are not interchangeable with regular XD mags.

As usual, a light rail is provided at the front of the frame because this pistol will double as a quality defensive pistol when not performing as a high-quality match pistol.

**Drop The Hammer**

Clint Smith tests a new .308 Tactical rifle by G.A. Precision and runs it through the paces out to 600 yards. Topped with exquisite **Schmidt & Bender** PM II 4-16x42mm scope set in a pair of tank-tough Seekins rings, the rifle was dubbed “The Hammer” by Clint after he was able to make first round hits at short and long ranges due to the repeatable quality of the scope dials. Clint fired the Hammer with **Black Hills Match**, **CorBon Match** and **Federal Match** ammo as well as his own reloads with **Sierra MatchKing** bullets and **Hodgdon** powder.



Clint Smith's G.A. Precision rifle, nicknamed “The Hammer” with a Schmidt & Bender 4-16x42mm PM II is one of the most accurate rifles with one of the most repeatable rifle-scopes he's experienced.

## Testing The PX4 Pistol

Mas Ayoob tests the **Beretta** PX4 pistol, a pistol making inroads with police departments across the country and in Canada. Available to civilians in the same variants as law enforcement, the pistol can be ordered in a variety of single and double action versions including Beretta's "Constant Action," which is a short-travel, light double action only.

## New Military Surplus?

Holt Bodinson's Surplus Locker is branching out in a new area — the factory new Military Surplus rifle. In this instance, he tests **Auto Ordnance's** recreation of the M1 Paratrooper Carbine complete with folding wire stock. Auto Ord's copy is just like those carried by our paratroopers in the D-Day invasion and is perfect for reenactors or those who find shooting increasingly valuable originals unwise.



Russ Thurman

## Business Power Tool

FMG's launch of a digital edition of *Shooting Industry* is a major step in providing an enhanced power tool for manufacturers, distributors, dealers and others involved in the firearms industry (see page 1). A lot of people tell us that *Shooting Industry* is invaluable to their businesses. With *Shooting Industry* Digital, that value has increase substantially.

In business, information is vital to a company's success. It's always been that way. In today's business environment, driven by the Internet's ability to disseminate information rapidly, there's no lack of information available to those running businesses. The challenge is in harnessing that information in a way that makes it useful.

*Shooting Industry* Digital meets that challenge. We take our highly praised printed version and super-charge it for use on the Internet. Packed with the latest Internet publishing techniques, the digital edition becomes a business power tool unequalled in the industry.

And, we're just beginning. You can expect more enhancements to the digital editions, which will translate into business-building boosters.

To our knowledge, we're the first in

the firearms industry to publish entire digital editions. That shouldn't surprise anyone. At FMG, we understand this business and we will use every tool available to serve our readers and our advertisers.

To power up our newest business tool, visit [www.shootingindustry.com](http://www.shootingindustry.com) and click on the digital edition section in the upper right-hand corner of the home page.

## Featuring Your New Products

In the December and January issues of *Shooting Industry* we'll showcase hundreds of 2009 new products. We'd like to include your new products in one of the issues, which will be to dealers before the SHOT Show. Just as important, they will be in the hands of thousands of dealers throughout the country who are looking for the newest products to boost their sales.

The deadline to have your 2009 new product information to us, along with any photos, is Nov. 1, 2008. That's a firm deadline. Yes, I know that's a Saturday. Yes, I know, you need just a couple more days. That's not a problem; if we receive your new product information after Nov. 1, we'll place the information in a later issue. However, if you want them to be featured in either the December 2008 or January 2009 issues, they must be to us by Nov. 1. Actually the Nov. 1 deadline is very generous in order to have them in a December or January issue.

The e-mail address to send your releases to is [editor@shootingindustry.com](mailto:editor@shootingindustry.com). If you prefer snail mail or direct-delivery, the address is: 2009 New Products, *Shooting Industry* Magazine, 12345 World Trade Dr., San Diego, CA 92128; (858) 605-0243.



## Commemorative Revolver

Let's hope **Smith & Wesson** is prepared to make a lot of these revolvers — they're sure-sellers. Smith & Wesson is making available to consumers the

commemorative revolver the company presented to the original plaintiffs in the District of Columbia vs. Heller case.

Developed in partnership with the Second Amendment Foundation, the Model 442's engravings commemorate the historical Supreme Court ruling. A portion of the sale of each Model 442 will be donated to the Second Amendment Foundation.

Call 1-800-331-0852 for more info, or visit [www.smith-wesson.com](http://www.smith-wesson.com).

## SPECIAL EDITIONS

From the Editor:

Sammy Reese

## A "Specials" Preview

Fall is here, which means hunting season, and I've got the fever. Reports are coming in from around the country of friends who already have critters at the butcher. To say I'm giddy with anticipation is an understatement. My dreams are filled with big bucks, moose, caribou and bears. The meat in the freezer is always a good thing, but for me it's about the time in the woods. It recharges my batteries and melts all the stress away. I hope you all have a successful hunting season.

Life at the Special Editions is full steam ahead. The *GUNS Combat* Special Edition is shaping up nicely. Clint Smith covers some of the best precision bolt action rifles in the world and how to use the optics. He also gets us straightened out on fighting pistols.

Duke takes us through his descent into machinegun madness. He is selling off his guns to buy vintage machine-guns; he's addicted and can't stop.

Richard Mann gets us up to speed on how to best keep our kit ready to go. Be it a "go" bag or a way to safely transport and store our guns and gear. Mike Janich shows how to really fight with a flashlight.

We give you a peek at **Taser's** latest shotgun round and some other really cool, less lethal devices they make.

These are just a few of the highlights in the *GUNS Combat* Special Edition.

Next up is the *Personal Safety* Special Edition formerly called *Personal Defense*. It's a long story so I won't bore you with the details. I just wanted to let everyone know the name is changing, but the content will be even better. The best information from the best sources on how to keep you and your family safe.



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- Featuring Your New Products
- NEW Look Industry Wire

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# BACK BLAST & OTHER HOT GASES

## Don't Try This With Fake "Deterrent Guns"

Yeah, you're just cruisin' along doin' 20 over the limit when you spot that police cruiser sorta semi-stealthily squattin' at the side of the road and screeeech!!! You stand on the brake pedal, hoping the cop didn't get you on radar.

You've been there and done that, right? Soon, you might be in luck, and that cop-mobile won't be a real police car — just a hollow shell, a deterrent put there to get you to slow down.

A Sacramento company called National Police Presence is marketing "decoy cop cars," promising public officials the cruiser look-alikes will slow down speeders and intimidate crooks. For \$12,990 you get a realistic-looking fake police car with no engine or real doors, just wheels, so it can be towed and dropped off at selected locations.

Years ago Sweden tried to slow traffic

down by using life-size one-dimensional fake police cars, traffic cops holding radar guns, and — the overwhelming favorite of the hundreds of people who began "liberating" them and carrying them away — a really cool-looking motorcycle cop perched on his bike! Folks were walking away with those lightweight deterrents as fast as the state could put them out.

In Vilnius, Latvia, the city distributed hundreds of "cardboard cops" along problem stretches of streets and boulevards, and they too learned that people liked 'em a little too much. And, when it rained or there was just

a heavy fog, the "paper police" just kinda melted and curled up on the ground, leaving a sodden lump of soggy cardboard in the middle of a spreading pool of blue paint.

## Bomb Bag Chaos

They wouldn't have missed a nail clipper, but airport security personnel in Brisbane, Australia, admitted they missed a big duffel bag with the word BOMB written on its side. The story got even better after the bomb-bag passed through Qantas check-in screening. Following about 40 minutes of muddling and wondering what to do, unnamed managers dragged the bag, still unscreened, into a more populated area of the airport.

Finally some grownups arrived. The bomb-bag was isolated, carefully removed to an appropriate remote area and examined. Explosive ordnance experts determined the only volatile thing about the bag was the language marked on it. Some people weren't very comforted by that.

Asked for comment, TWU national airline official Scott Connolly said, "What happened today is far from ideal, and if the device was actually a real bomb, the way it was handled would have been a disaster."

Duh. Really?



Illustration by Nick Petrosino

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